

The Ultimate Digital Marketing Checklist + PDF Template (Fully Updated for 2018)

With so many tools in the digital marketing arena, it becomes more challenging to keep your marketing strategy organized. Take a look at how the amount of marketing technologies has developed since 2011.

Content marketing checklist

- ☐ Content editorial calendar
- ☐ Blog posts headings
- ☐ Spell check
- ☐ Media monitoring

Website checklist

- ☐ CMS
- ☐ Landing pages
- ☐ Heatmaps
- ☐ A/B testing

SEO checklist

- ☐ On-page SEO
- ☐ Off-page SEO

Social media checklist

- ☐ Social media images sizes cheat sheet
- ☐ Social media calendar
- ☐ Social media card validator
- ☐ Emoji

Social media ads checklist

- ☐ Guidelines
- ☐ URL builder

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